

ASSESSMENT OF FACTORS RELATED TO PRODUCTION AND MARKETING OF MILK PRODUCTS IN KURUNEGALA REGION-1

L.S.T. Perera and Y.M. Wickramasinghe

Department of Agricultural Systems, Faculty of Agriculture, Rajarata University of Sri Lanka, Puliyankulama, Anuradhapura.

Kurunegala district is located in the intermediate zone and is a part of the coconut triangle. Kurunegala district is comprised of two livestock production regions namely; region-1 and region-2. The district is divided into twenty five veterinary divisions. Kurunegala district accounts for 38% of the total national milk production. Both small and large scale dairy production units are found in the district. Current milk production of the district accounts for 53.4% of the targeted annual milk production in Kurunegala district. The prevailing deficit in production has resulted due to some of the production and marketing problems. Hence, this study focused mainly on factors related to production and marketing in dairy industry in Kurunegala region-1. Relevant data were collected from a random sample of 120 dairy farmers who were spread in 12 veterinary divisions. Results revealed that family structure, access to technical support services, average milk yield, marketing channels, level of sanitary practices, off farm income, feed availability and methods of rearing animals are the common strengths in this area. Milk production has no significant relationship with sanitation practices adopted ($p=0.105$), technical support services such as AI services ($p=0.855$), veterinary services ($p=0.679$) and extension services ($p=0.87$), and farmer experience ($p=0.40$). However, feed availability and milk production are significantly related ($p<0.05$). Grasses are adequately available while straw and foliage are moderately available. The availability of grazing lands and concentrates is low. Livestock breed and milk production are positively related ($p<0.05$). When production constraints were ranked they are in the order of finances, lack of grazing lands, lack of technical support, labour scarcity and lack of technical knowledge. Availability of marketing channels is not related with milk marketing ($p=0.786$). But, farm gate price, level of access to market information and method of rearing animals showed a significant relationship with milk marketing ($p<0.05$). When constraints faced by the dairymen were ranked they took the order of low farm gate price, insufficient market information, inefficient marketing channels and sufficient off farm income.

Key words: Dairy products, Kurunegala region-1, Marketing issues, Production issues